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### UM gears up for increased logo sales with unique product line

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#### Recommended Citation

University of Montana–Missoula. Office of University Relations, "UM gears up for increased logo sales with unique product line" (1999). *University of Montana News Releases, 1928, 1956-present*. 16107. <https://scholarworks.umt.edu/newsreleases/16107>

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## **NEWS RELEASE**

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This release is available electronically on INN (News Net.)

July 27, 1999

**Contact:** Denise Person, licensing director, (406) 243-4921, ext. 623.

### **UM GEARS UP FOR INCREASED LOGO SALES WITH UNIQUE PRODUCT LINE**

**MISSOULA --**

The University of Montana has ventured further into the fashion world this summer, introducing its own brand of clothing -- Griz Gear.

Fashion-conscious fans may now sport the exclusive label of their favorite mascot inside their clothing as well as outside. A specially designed Griz Gear neck label distinguishes UM's unique apparel line of T-shirts, sweatshirts and hats.

The University has enjoyed increasingly brisk sales of Grizzly logowear since the football team won the NCAA National Championship in 1995. Retail sales of UM logowear totaled \$3 million last year, with royalties of 7.5 percent coming to the University.

UM developed the Griz Gear line to expand its existing market and promote the University among visitors to the state by tapping into the grizzly bear's appeal. Gift shops in Glacier and Yellowstone national parks soon will carry limited selections of the clothing line. The goal is to have Griz Gear available in gift shops statewide as soon as possible, said Denise Person, UM's licensing director.

"We want to get our name in as many households around the country as possible," said University Executive Vice President Bob Frazier, who has spearheaded the project.

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Research shows that Montana's nine million visitors a year spend \$368 million on retail purchases, including souvenirs. Griz Gear is made in Montana, which UM marketing officials hope will add to the clothing line's allure.

Wild West Shirt Co. of Bozeman provides the screen-printed apparel, while embroidered clothing is made by Rags to Stitches of Stevensville.

The clothing itself is available for sale without the Grizzly logo, which means others can buy shirts and hats and put their own designs on the front. UM will receive a 2-percent royalty from each of those sales.

UM is the first of the 128 colleges and universities represented by the Atlanta-based Collegiate Licensing Corp. to offer its own clothing and food lines.

Last summer UM introduced Grizzly Edibles, food products offered through the Ohio-based Collegiate Cuisine. The Griz food line is being overhauled this summer and will debut soon under the Griz Grub label, featuring all Montana-made products.

UM is working with Montana snack manufacturers to feature their products, which include beef jerky, oatmeal, cereal, huckleberry honey, chocolate-dipped cinnamon bears, candy bars, salsa, coffee and trail mix.

"The feedback we received was that people wanted a Montana-made product," Frazier said. "We worked with Collegiate Cuisine on a pilot basis and learned a great deal about the food business."

Meanwhile, UM's already successful bottled water, distributed by Montana Silver Springs of Philipsburg, also will bear the Griz Grub label and promotional hang tag soon. UM



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ranks fifth among colleges nationwide in water sales and is expected to sell 100,000 bottles this year.

“The market to promote University logo items is endless,” Person said, adding that more is to come. UM already is considering a jewelry line.

Selling more logo items isn't the University's only objective. Each Griz Gear and Griz Grub item also bears a promotional hang tag that provides contact information for prospective students. Tags list the toll-free telephone number and e-mail address for Admissions and New Student Services, as well as UM's Web address.

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Local, state dailies and weeklies, select national media  
GrizGear.rl